

Art Research - January

8 mg tar

Ad/Pack Testing

Merit

Flavor Low Regular  
450 Flavor Low 85+100mm

Flavor Low Menthol  
300 Flavor Low Menthol 85+100

Ultra Low Regular  
300 Ultra Low 85+100

Next

Flavor Low Regular  
450 Flavor Low 85+100mm

Flavor Low Menthol  
300 Flavor Low Menthol 85+100

If a National introduction is still under consideration, add:

approved Merit (control product)  
300 Flavor Low Regular 85+100mm

Art Time Schedule

Dec. 20	Topline Merit Name Test.
Jan. 1-15	Printing of Packages for Ad/Pack.
Jan. 15-Feb. 15	Two Weeks Production Time and Two Weeks Aging For Menthol.
Feb. 15	Field Ad/Pack, Topline Results by Mid-March.
March 15	Approve Advertising ) ) 15 Weeks
July 1	Launch Date           )

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